

CRITERIA FOR MEASURING
PERCEIVED USEFULNESS OF
MOBILE COMMERCE SERVICES

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CRITERIA FOR MEASURING PERCEIVED USEFULNESS OF MOBILE COMMERCE SERVICES

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By

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ABSTRAK

Objektif kajian ini ialah menentukan kriteria penting dalam mengukur kegunaan persepsi perkhidmatan m-dagang. Kajian kes ini dijalankan di UUM. Analisis deskriptif, alpha, korelasi pearson dan regresi mudah telah digunakan untuk menganalisis data. Keputusan menunjukkan privasi, keefisienan, kos, kemudahan and kepercayaan menunjukkan hubungan korelasi yang signifikan dengan kegunaan persepsi perkhidmatan m-dagang. Manakala, sekuriti tidak menunjukkan hubungan korelasi signifikan dengan kegunaan persepsi.

ABSTRACT

The objective of this study is to identify the important criteria for measuring perceived usefulness of m-commerce services. This study was conducted in UUM as a case study. Descriptive analysis, cronbach's alpha, pearson correlation and linear regression were used for data analysis. The results showed that privacy, efficiency, cost, convenience and trust are significantly correlated to the perceived usefulness of m-commerce services. However, security did not show significant correlation to perceived usefulness.

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CHAPTER ONE

INTRODUCTION

1.0 Background of the study

Currently, mobile commerce (m-commerce) has become the latest trend to conduct business instead of electronic commerce (e-commerce) in the earlier time. M-commerce is believed to have greater opportunities, faster access, more powerful, more effective and absolutely accessible anytime, anywhere for its users.

Different from e-commerce, m-commerce is conducted and connected wirelessly through the use of mobile devices. This is the greatest advantage of m-commerce. So, m-commerce can offer better ubiquity and accessibility to its users as compared to e-commerce. Definitely, m-commerce is argued to be truly able to provide higher levels of customization any time and anywhere (Khalifa & Shen, 2008).

M-commerce can be defined as the extension of e-commerce from wired to wireless computers and telecommunications and from fixed locations to anywhere anytime, and anyone (Keen & Mackintosh, 2001). Meanwhile, Stafford and Gillenson (2003) argued that m-commerce is not always the classical e-commerce. This is because e-commerce refers to the buying, selling of information, products and services via computer networks (Kalakota and Whinston, 1996). However, m-commerce refers to the facilitation of enhanced information network access based on the wireless protocol, like

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the thesis is for
internal user
only

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